Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

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What Makes Quality In Nursery Stock

NOWLEDGE and experience are necessary to recognize quality in nursery products. The first requisite is condition, i. e., is the product unimpaired in vitality. The preservation of this essential quality calls for expert care on the part of the nurseryman until the product is packed for shipment or delivered to the customer. The next requisite is sufficient roots and tops for the age and variety.

Of about 2,000 nurserymen in this country, some 600 are members of the American Association of Nurserymen, who adopted several years ago certain standards of grading. For instance, fruit trees (except 1 year apple and 1 year pear) must be graded by diameter two inches above the collar or bud and the age and minimum height should also be stated.

ft. and 32 were 3½ to 4 ft. (See page 30 in our catalog.)
Shrubs are graded by height and also by number of canes according to various classes as follows:

Class No. 1

Beautyberry, Coralberry, Dogwood Red-Twigged, Deutzia Pride of Rochester, Lemoines Mock Orange, White Kerria (Jetbead), Snowberry, Spireas (tall growing), Stephanandra.

3-4 ft. Not less than 5 canes, 3 ft. and up. 2-3 ft. Not less than 4 canes, 2 ft. and up. 18-24 in. Not less than 3 canes, 18 in. and up.

Class No. 2

Sweet Shrub, Hydrangea, Japan Quince, Pearl Bush, Golden Bell, Althea, Winterberry, Globe Flower (Kerria Japonica), Honeysuckle, Mock Orange, Prunus trilcha, Fragrant Sumac, Golden Elder, False Spirea, Persian Lilac, Arrowwood, Weigela. 3-4 ft. Not less than 4 canes, 3 ft. and up. 2-3 ft. Not less than 3 canes, 2 ft. and up. 18-24 in. Not less than 2 canes, 18 in. and up.

Class No. 3

White Fringe, Euonymus Alatus, Halesia Tetraptera, Common Lilac, Tamarisk, High Bush Cranberry, Snowball, Summer Sweet. 3-4 ft. Not less than 3 canes, 3 ft. and up. 2-3 ft. Not less than 2 canes, 2 ft. and up. 18-24 in. Not less than 2 canes, 18 in. and up.

Class No. 4

Sumacs (Smooth, Cutleaf and Staghorn). 4-5 ft. One or more canes, 4 ft. tall, 5% in. diameter.

3-4 ft. One or more canes 3 ft. tall, ½ in. diameter.

2-3 ft. One or more canes 2 ft. tall, % in. diameter.

18-24 in. One or more canes 18 in. tall, is in. diameter.

Class No. 5

Japanese Barberry, Deutzia (Gracilis, Rosea and Lemoines), Hypericum, Cinquefoil, Spirea Anthony Waterer and Callosa Alba.

 $2\frac{1}{2}\text{-}3$ ft. Not less than 7 canes, $2\frac{1}{2}$ ft. and up.

2-2½ ft. Not less than 6 canes, 2 ft. and up. 18-24 in. Not less than 5 canes, 18 in. and up. 15-18 in. Not less than 4 canes, 15 in. and up. 12-15 in. Not less than 3 canes, 12 in. and up.

Class No. 6

(Tree Form)

Cornus Florida, Hydrangea, P. G., Hybrid Lilacs, Prunus pissardi and triloba.

4-5 ft. $\frac{9}{16}$ in. diameter, 5 or more branches. 3-4 ft. $\frac{7}{16}$ in. diameter, 4 or more branches. 2-3 ft. $\frac{9}{16}$ in. diameter, 3 or more branches.

ROSES Hybrid Teas—3 or more strong canes, 2 of which must be 18 inches and up. Light growing sorts, 3 or more strong canes 15 inch and up.

The Association members follow these standards to some degree, at least in dealing with other nurserymen, but are under no obligation to specify these measurements in selling at retail. Each is guided by his appreciation of the desirability of giving the retail buyer good value for the price.

Every summer the Missouri State Plant Board sends inspectors to examine our stock in the field. They are quite competent, but have to inspect about 175 acres in a day or two. All Inspection Certificates of this and other states read, "Apparently free of injurious insect pests and plant diseases." It is the able vigilance of the nurseryman that enables him to send out clean stock.

PRIVET PLANTS are offered by heights, but there is a difference in value between 18-24 inch Privet with 3 canes and up, and with 2 canes and up.

Since ½ to % of the tops are cut off after planting, the diameter is

the best standard of grading for the retail buyer also. Note: We grade one-year apple by diameter and specify the minimum height. Out of 100 Jonathan apple trees $\frac{1}{4}$ to $\frac{3}{8}$ in diameter, 44 measured $\frac{3}{4}$ to $\frac{3}{4}$

A few states inspect stock after arrival at destination and condemn and destroy any unclean stock.

In every community there is a "Mrs. Cook" whose cake is the best and no one is able to explain just how she makes it.

There is no secret about how our customers are enabled to enjoy growing satisfaction. It is simply the result of first class facilities and equipment, experience and knowledge, plus a keen desire to render a superior service. It means that every one of our organization is anxious to live up to our motto, "Yours for Growing Satisfaction."





You Can Have Beautiful Shrubs Like This Or a Beautiful Garden Like This



UR Landscape Service is available to you even though your home is in a distant state. Send us a sketch and full information as specified below. We will then prepare a detailed plan, incorporating original ideas which will enable you to secure practical artistic effects which will increase the attractiveness, enjoyment and value of your property. With the information required send us your check for \$5.00 which will be applied on the purchase price of the trees, plants, etc., when your order is received.

The plan we submit for your approval will show the exact location of each tree, shrub, etc., and will furnish an accurate guide for planting. At the same time we will give you an estimate of the cost of the plant materials required.

We Need This Information to Prepare Sketch for Your Grounds

Color of house-brick, frame or stone.

Height of foundation and windows.

Do you like a lot of shrubbery?

Please Answer All Questions Fully Is the house one, two or three stories?

Give all dimensions of building and lot. Show location of buildings on lot.

Give points of compass.

Show location of all trees and shrubbery on place.

Show location of all walks, drives, etc. Give all grades, show terraces, etc.

Give all grades, show terraces, etc. Show any objectionable views to be screened.

Attach kodak views, taken from north, south, east and west sides of lot, if possible. Show where windows in first floor are

Do you want us to locate trees, drives and walks?

Do you prefer any particular kind of trees?

Do you want a rose bed?

Do you want any hedges?

Where preferred?

Do you want a formal flower garden?

Do you want any fruit trees?

Do you want evergreens?

Do you want a vegetable garden? Where preferred?

Do you want a rock garden?

What is the character of the soil?

State how much you are willing to spend, also if you wish to plant part this spring and the balance next season.

NOTE—Your sketch need not be drawn to scale, just so you give us correct dimensions.

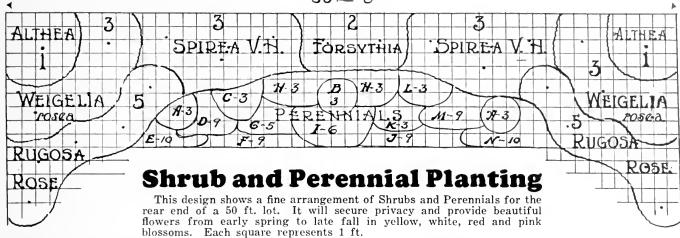


SCREENED WITH PLANTING

"BEFORE AND AFTER"

"You will find enclosed a set of photographs which might be entitled, 'Before and After

Taking Neosho Nurseries Treatment.' They include the set of six which we sent for Mr. Woodard's use last spring when he was planning our grounds and the other six are taken from the same positions and show what happened between April and the middle of September. In fact, it was late in May before we planted. Another year's growth ought to make a still greater improvement."—O. E. Krenz, First Methodist Episcopal Church, 308 Powell Ave., Cresson, Pa.



Collection A-31

26 SHRUBS [2.3 ft.] \$8.68

Delivered East of Denver

A=6 Chrysanthemum B=3 Delphinium C=3 Columbine

D=9 Phlox, Beacon E=10 Phlox, Richard Wallace

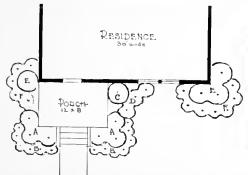
PERENNIALS 91 PERENNIALS
Delivered East of Denver \$15.86

F=9 Clove Pinks

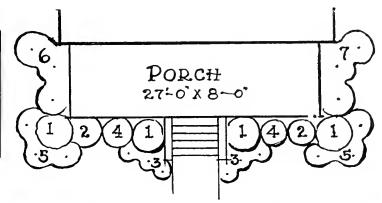
G=5 Gaillardia H=6 Golden Daisy I=6 Shasta Daisy J=9 Sweet William

K=3 Spirea Astilbe L=3 Plantain Lily

M=9 Painted Daisy N=10 Phlox, Thor



NOTE THESE BIG VALUES



Collection B-31 \$13.98

39 SHRUBS-Delivered East of Denver

A= 6 Jetbead (White Kerria)	2 to 3 ft.
B=13 Beauty Berry	18-24 in.
C= 1 Mock Orange, Lemoines	2-21/2 ft.
D= 3 Desmodium	No. 1
E= 4 Spirea Van Houttei	2-3 ft.
F=12 Japanese Barberry	18-24 in.
If house faces North use Deutzia Gracilis	at B. Hv-

drangea A.G., 12-18 in. at D. Delivered Collection D-31 Delivered East of Denver

21 SHRUBS \$5.88 21 SHRUBS \$8.98 [2-3 ft.]

Collection C-31 shrubs \$7.88

Key		Color	Season	
1=4	Spirea Van Houttei	White	Early May	2-3 ft.
2=2	Japanese Barberry	Red Berries	Fall	18-24 in.
3=6	Spirea Froebeli	Rose-Pink	All Summer	18-24 in.
4 = 2	Hydrangea P. G	White	July-Oct.	18-24 in.
5=6	Hydrangea A. G	White	June-Sept.	18-24 in.
6 = 3	Japanese Kerria	Yellow	May-June	2-3 ft.
7 = 3	Golden Bell-upright	Yellow	March	2-3 ft.



SHRUB BORDER PLANTING [40 Ft. Long by 8 Ft. Wide]

This design illustrates suitable varieties and arrangement of shrubs for planting along the sides of home grounds. The varieties named are valuable for their foliage as well as for their flowers of various colors over a long season.

> =3 Japanese Barberry B=3 Persian Lilac, purple

D=6 Hydrangea, A.G. E=3 Spirea Van Houttei

C=3 Golden Bell, upright

F=3 Desmodium

"All of the plants made a good growth this summer. Of over a hundred shrubs every one lived."—A. W. Claussen, Iowa.
"I wish to acknowledge receipt of your

recent freight shipment of trees and shrubs

and also to advise that I was very much pleased with everything I ordered.

"Kindly extend my thanks also to your Mr. Woodard for the plans he submitted and which have greatly aided me in properly placing them."—C. T. Withington, Oklahome.

"Just a line to let you know the shrubs bought of you two years ago are doing fine, and to tell you we are well pleased is a rather weak way of expressing our appreciation of your splendid service, especially the work of your landscape architect, Mr. M. Vaughn Woodard, in drawing up our plans for the planting. Thanking you very kindly and assuring you of our readiness to boost your organization, we are"—Mr. and Mrs. B. F. Doke, Arkansas.



Once a house and now a home. If you are eager for a genuine thrill in daily living, try plant-ing the grounds along modern lines.

"Much larger than I expected. Certainly had plenty of roots."—Mrs. M. McAbee, South Carolina.

"Received in good shape and think they are the finest shrubs we ever received. We have used your trees and shrubs several times and always found them very good." C. W. Parks, Oklahoma.

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No. 1

B

В

H

Columbine



Gaillardia



Canterbury Bells



Coreopsis

Attractive Perennial Planting

These two designs are excellent for planting along the sunny side of the house and other buildings or along a driveway or the property line or on either side of a garden walk. Each bed is 4 ft. wide and 20 ft. long.

Key Variety	Color	Season Height
A= 3 Delphinium	Blue	June-Oct. 48 in.
B= 2 Golden Daisy	Yellow	Summer 24 in.
C= 6 Shasta Daisy	White	July-Aug. 24 in.
D=12 Phlox	Mixed	Summer 24 in.
E=12 Sweet William	Mixed	May-June 18 in.
F= 6 Clove Pinks	Mixed	Summer 10 in.
G=10 Iris	Blue	April 24 in.
H=12 Achillea	Pink-white	June-Aug. 18 in.
I= 6 Gaillardia	Pink & Yel.	Summer 24 in.
J= 8 Foxglove	Mixed	Summer 24 in.
K= 2 Columbine	Mixed	May-June 24 in.
L= 6 Painted Daisy	Mixed	June-Oct. 18 in.
M=12 Phlox	Mixed	Summer 24 in.
N=12 Sweet William	Mixed	May-June 18 in.
O= 6 Sedum	Pink	AugSept. 12 in.
P=10 Yellow Day Lily.	Yellow	June 30 in.
Q=12 Catchfly	Rosy-red	June-
		July 24-36 in.
R= 6 Balloon Flower	Blue	June-Oct. 15 in.
All varieties except O-	–Q and R a lowers.	are good for cut
1	mers.	

69 PERENNIALS—Bed No. 1

\$9.98 POSTPAIR

69 PERENNIALS-Bed No. 2

\$11.75 POSTPAID

138 PERENNIALS—Beds 1 and 2

\$18.66

POSTPAID

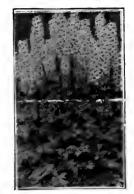
NOTE: Add 5% for extra postage West of Denver, Colorado.

"I have sent three orders to the Neosho Nurseries Co. and have never had such prompt and courteous attention from any one else. I have found their stock to be the most reasonable in prices in accordance with the fine quality of stock received and am impressed with the way every piece has grown."—W. P. Harrell, Florida.

"I am glad to report that every plant ordered from you (198 Shrubs and Perennials, 7 Evergreens) has lived through the summer. It has been a continual job of giving them water daily and the fall has been so dry that even then the hot winds together with the sandy soil have hurt them severely."—Walter Rinehart, Kansas.

K-





Delphinium



Shasta Daisy

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Neosho Grower's Guide 12 PAGES IN FOUR COLORS

UR New Catalog—"Neosho Grower's Guide"—is full of valuable information on the selection, arrangement, planting and care of ornamentals and fruits. It contains 52 pages (8½" x 11"), 12 pages in 4 colors of 63 subjects.

It is a great improvement over our former catalogs about

which these two letters were written.

"I have ordered over one hundred different catalogs and had given up hope of securing the information I wanted when I received your book. It is a gem."

"One cannot escape the conviction that a firm that puts out such a conservative and helpful catalog will back up its statements with reliable goods and genuine service."

This book is too expensive to send out broadcast but it will be sent postpaid to all our this season's customers and also to those who request it.

"Yours for Growing Satisfaction"

NEOSHO NURSERIES CO. Neosho, Mo.

NEOSHO GET ACQUAINTED OFFERS

Surprising Values for Early Buyers.. Satisfaction Guaranteed!



TERE'S your opportunity to buy early at a saving and plant early for best results. These values will agreeably surprise you. And remember we guarantee satisfaction. When we mail notice of shipment we also send a return card requesting customers to report to us on the receipt of goods. If there is any dissatisfaction we gladly make prompt adjust-

ORDER NOW These offers are subject to change without notice, as the quantity available in any item is limited. Terms cash with order. Items marked "prepaid" or "delivered" are east of Denver only.

The Home Fruit Garden

Well-ripened, sound fruit is a raluable food and in some form, fresh, canned or preserved, should form part of every meal. Fruit is necessary especially for the proper growth and benth of children. "Home-grown front is desimble-

Recouse it reaches the family fresh and in the hest passible con-"Breause the family has fruit of which it would often be deprived it

at land to be parchased. "Herause, if the proper varieties by selected, a continuous supply of finit of superior quality may be secured, regardless of market prices. "Remuse any surplus may be hold without difficulty, or may be enumer, comparated, or otherwise conserved for use when fresh fruits and available.

"Because the cure of the home fant garden provides for spare Inneringental and profitable menuative which is in reality recreation for those who enjoy seeing things grow."—From Bulletis 1001, "Growing Fruit for Home Use," U. S. Department of Agriculture.

"Thousands of persons who have the opportunity to grow from for home consumption either neglect to set out the trees or phints, or if they have them, but to give them the core that brings success. Formerly one of the cheapest commodities used in the household, from has now taken its plane in the list of high-priced foods and its production for home use means a large saving in the family living expense. Even the grower of firm or small quantities can now dispose of any surplus at a probable figure. Homogrown front should no longer be regarded as an model in family life but as a distinct neset ". Retter Front, January, 1930,



FRESH RIPE PEACHES **NEVER GO BEGGING**

For many years we have been supplying Pench Trees to commercial growers in many states. A 250-acre inclined of Neoslin trees in Arkinisus pual the owners their moner back and 45 per cent besides in 7 years

DEMONSTRATION PEACH ORCHARD

TREES F. O. B. S \hat{m} to \hat{m} in dimmeter. $2^{4}\sigma$ ft and $m_{\rm P}$

TREES F. O. B. Neuslin Under 🔥 m. diameter.

Your choice of Belli of Georgia, Parman, Champion, Early Elberta, Elberta, Early Rose, J. H. Hale,

HOME PEACH ORCHARD

TREES F. O. B. Sa 25 de tu de in diameter.

25 ft. and up. Dur Selection of Varieties Adapted to Your Section



Apples for Health and Profit

 $\mathbf{W}_{\mathbf{P}} = \mathbf{supply} = \mathbf{discriminating} = \mathbf{archardists}$ with frees year after year, to their complete sutisfuction. Mr. Hemmel of Tenmessee writes, "I have trees from one to ton yours aid from you and all ages are graving nively." Mr. Murray, Michigan, hos bunght our trees for none years ranning.



t. in diameter, 4.5 ft. Your choice of Ben Davis, Delicions, Jonathin, Wealthy, McIntosh, Sorthern Sp), Rome Beauty, Starman.

Home Orchard Collection

12 Trees P. O. B. \$ 88 Same size and varieties as

25 VINES Select 2 years old F. O. B. Neosho

Every home should have a Every hume should have a few grape vines. They take halle share, are fruitful and hille space, are fruitful and ornamental on arbors, walls,

Tempting Raspberries St. Regis (Runiere) Red, Everbearing, \$\frac{1}{4}\frac{00}{1}

Plums for Fruit and Flowers

Ensily grown, hear young. Ideal for chicken syard. A in diameter, 217 ft. and up. Chaice ff Burbank, Endicott, Green Gage, Wild Goose



Cherry Trees The "sour" cherry thoses over a wide rouge of climate and soil and heart young. Their compact, shippely form, glossy foliage and beautiful blossoms make them highly originental for linvins.

One Early Richmond Two Montmorency

Fine trees 9 Hismoli in dimmeter and 3 feet tall. Plant



ROSES 1700 blooms on 17 hushes the first season. That is the experience of a Neosho customer. We offer top-grade, two-year old, field grown, builded Ruse Bushes.



NEOSHO ROSES

1N

CHINA

(See Plate to Right)

Rose Collection

Everblooming Varieties

6 POSTPAIO for \$3.29

12 POSTPAIO for \$5.98

rellow. Our selection of varieties.



Climbing American Beauty, Exrelsa (Red Dorothy Perkins), Lady Gay, pink thefter than Durnthy Perkins), Dr. Vun Fleet, Pauls Scarlet Climber.

Your 2 Postpaid \$1.00

Order now for shipment this spring. All offers are subject to stuck being unsold on receipt of





Spochon, China, June 13, 1930. "I am enclosing herewith two pretures of the Climbing American Beauty Rose pon sent me in the spring of hist yenr. It seems to like its new home and is graning nicely. Nealless to say the pictures do not show up its real beauty when in full bloom, Everyone who saw it admired it grently,
"The Red Radiance Rose you sent
along with the Climbing American Beauty is also thing nicely and the blooms are lorely,"—W. B. Johnson,

Yates Academy,





HOLLYHOCKS

Double Flowers. Bloom all summer. Plant 30 inches aparl.

6 (Mixed Colors) Postpaid \$1.00 ORDER NOW

before these specially priced values are all exhausted. Louk over all these bur- 3 PUSSY WILLOW gains and decide what you want loday!

DOLLAR SPECIALS POSTPAID

nthan, Delirinos, Winesap, Stayman, Spy, Walthey Crab

5 PEACH TREES ծ ա. dismeter, 3½ \$1.00 ft, and up. 6 PEACH TREES

3. In in. diameter, 2 \$1.00 ft and up.
Your chairs at Belle of Georgia, Carman, Thunnum, Early Elberg, Early Rose, J. H. Bule, Late Crawford, Mayflower.

4 PLUM TREES 4 in. diameter, 214 \$1.00 քե սում ար.

7 PLUM TREES 3/16 in. diameter, 2 \$1.00 Your choice of Hurbank, Endicott (Mammuth Bold), Green Guse, Wild Goose, and Compust Pherry Plum.

1 SUPERB APRICOT, 2-3 ft., FREE with \$3.00 urder. If you ask for it.

4 PEAR TREES \$1.00 2.3 ft. Your choice of Bartlett, Seckel, Kleffet. GRAPE VINES-2 year, No. 1 10 Cinjearil 8 Assorted 12 Moore Early, 4 Concord, 1 Diamend, 1 Agawam.)

20 RASPBERRY St. Regis, Everbear- \$1.00 50 ASPARAGUS g yr. First Quality. \$1.00

Mary Washington, the best variety. 12 RHUBARB % in. \$1.00 12 HORSE RADISH \$1.00

12 IRIS—Germanica \$1.00 3 each of 4 colors.

4 IRIS—Japanese \$1.00 Assorted colors. 4 PEONIES, 3-5 gyes ench, pink, red, \$1.00

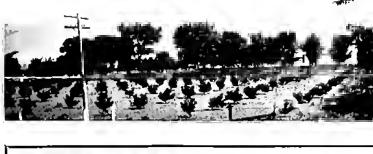
2 white. Our selection of varieties. 2 VINES 2 yr. No. 1 Your choice of Halls \$1.00 Honeysuckle, Trumpet Vine, Wisteria

25 GLADIOLI

11/2 in. bulbs. Mixed \$1.00

SHRUBS

4 SHRUBS Yant chalce at Deutzia Pride of Rochester, Golden Bell up-right, Spitter Fas Hootter, Qulure, Snowball, 18-21 ln. 1 FLOWERING CRAB Red Vein. Pink flowers and purplish folinge, 2-3 ft.



Mock Orange Lemulnes

2 innerear plants questiald! \$1.00

PRIVETS make handrome given letter. They embre shade. Plant 5 to

12 in apart. 100 California Priort 12:48 in , 3 conscional up F. D. H. Sayssho, \$3.75 100 Amer Princt—12-15 in , I cases and up E In Il Neosbo \$7.75
California is the hundrouned Princt with purpled live in late fall or upter, but not as hardy as Annu

JAPAN BARBERRY makes the best but hedge, compact impassable, and holdy with attractive green leaves to spring and summer, terring searly in the fall. Its scalar berries hang on Into winter. It can be trianned if desired. Plant 12 to 18 by apart.

76 H245 in., 3 ranes or morel F h H. Neoslio . \$8.25 SPIREA VAN HÜBTTEL mikes the best unprinted histor with risk given bilinge, gracefully arching furnariles and walth of oldie bilingers in May. Il graves about 6 ft in height and in hispatch. Endures partial shade. Very horly

50 12 in 18 m. F D B Norther 6 4 70.

50 12 to 18 m. F D B Sessibi \$4.00



Red Leaved Harberry

ROSA RIBRISA (Rist) - Vulned for almy dark green leave, resystematic fluid from the May, bullanced by intrasting from 3 to fe 11. Plant 22 11 mount, but for indiges 15 to 15 in apart.

2 118-211 in Postmaid. HITCE OHANGE - Lamoures - A graceful apright alout notice for the full and with fragrant white flowers in late May. 4 118-211 in Pusipald \$1.00

DEB LEAVED HADDERBY IS present for reddich brance Inliage in opering, brilliant red in surrouser. Bed better build our for best roder. Red better build our ratio winter. SNITUDENINY United for attractive belong and white berries which hims of into points:

5 118 to 21 in 1 Postpaid \$1.00

SHADE THEES By Funters-Phorges Collect

Yalar churr of Breen Ash, White Ash, Catalpa, American Elm, Silver Mapir, Caralina Poplar, Lombardi Poplar, Teeping Willaw 15-6 B.1 2 15-6 ft.1 for \$1.00

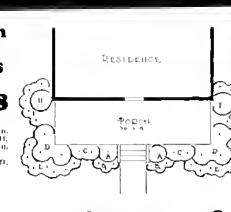


Chinese Elm 14-5 H.], Sugar Manle 14-5 H.) ...



E-31 **44 SHRUBS**

east of Benver. \$10.88







NEOSHO NURSERIES COMPANY . . . Neosho, Missouri